

Name \_\_\_\_\_

Period \_\_\_\_\_

**Chapter 19.1 - Advertising**

- 1) Advertising is any \_\_\_\_\_ form of \_\_\_\_\_ promotion of ideas, goods or services by an identified \_\_\_\_\_.
- 2) Explain Promotional Advertising:
- 3) Explain Institutional Advertising:
- 4) Media are the agencies, \_\_\_\_\_, or instruments used to \_\_\_\_\_ advertising messages to the public
- 5) Print Media includes the following:
  - \*
  - \*
  - \*
  - \*
  - \*They are considered to be the \_\_\_\_\_ and most \_\_\_\_\_ types of advertising.
- 6) \_\_\_\_\_ advertising is considered to have the shortest life span.
- 7) A \_\_\_\_\_ is a community paper that are usually delivered for \_\_\_\_\_ or reduced cost.

- 8) What is Directory Advertising?

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What percentage of American homes have a "directory" (yellow pages)\_\_\_\_\_.

9) Broadcast Media includes: \_\_\_\_\_ & \_\_\_\_\_.

10) Outdoor Advertising is mostly referred to as \_\_\_\_\_.

11) Where would you find Transit Advertising?

- a.
- b.
- c.

12) What type of media is specialty media? Give two examples.